

# INTENSIVE VOTER AWARENESS AND REGISTRATION DRIVE

(under the aegis/guidelines of Election Commission of India)

**(#MYBharatMYvote)**

## BACKGROUND

India is the world's largest democracy, with over 90 crore eligible voters. However, voter turnout in India has historically been low, with only 67% of eligible voters casting their ballots in the 2019 general election. Voter education and registration campaigns are essential to ensure that every citizen has the opportunity to participate in the democratic process. The purpose of this campaign is to increase voter registration and turnout in India by educating citizens about the importance of voting and the electoral process.

In this context, voter education, spreading voter awareness and promoting voter literacy in India assumes paramount importance. A multi-intervention programme that reaches out through different modes and media to educate citizens, electors, and voters about the electoral process in order to increase their awareness and promote their informed participation is therefore required. Voter education and registration campaigns are essential to ensure that every citizen has the opportunity to participate in the democratic process.

The objectives of this campaign are as follows:

- To increase voter registration and turnout in India.
- To educate citizens about the importance of voting and the electoral process.
- To encourage citizens to participate in the democratic process.

**Number of Programs:** 6618 programs (one per block)

**Participants** : 150 youth per Campaign

**Outreach** : 1500 per block campaign

**Total Outreach** : 1.10 Crore citizen.

**Duration** : 10 days (10<sup>th</sup> – 20<sup>th</sup> February 2024)

**Budget** : Rs. 5000/- per block

The target audience for this campaign is particularly youth who are eligible to vote/first time voters. This category includes young people who have recently turned 18, as well as individuals who have never voted before.

## Implementation Strategy

- **DDs and DYOs shall ensure coordination with Election Cell of District Administration** for support and resource persons for the campaign as well as grassroot level networking with block level partners for virtual/physical training of the volunteers. **Coordination with Common Service Centres** may also be explored by the DDs and

DYOs to facilitate voter registration of unregistered adult citizen.

- **District-Specific activities may be identified and IEC may be obtained by the DDs and DYOs after consultation with the Election Cell of District Administration.**
- **All DDs and DYOs shall ensure Identification of Partner Youth Clubs in each block and facilitate their onboarding on MYBharat Portal.** Youth Clubs, Educational Institutions, PRIs at block/village level, line departments, CBOs & active NGOs can also be selected as partners if found more suitable. At least 25 volunteers shall be identified per block to be trained and deployed in the campaign.
- DDs and DYOs shall ensure **preparation of Schedule** in coordination with election cell and partner organizations for physical/virtual training of volunteers.
- The DDs and DYOs shall ensure that **MYBharat portal Event is created** for the campaign by the partner organization and requisite volunteers are registered for participation in the training.
- After the completion of the training, the **volunteers shall be deployed** for various activities under Voter Education and Voter Registration as listed above.
- Each of the 25 volunteers will ensure sensitisation of 5 of their peers and motivate them to be participants of the campaign. These 125 participants shall also be onboarded on the MYBharat Portal.
- After the completion of the training/sensitisation, the **150 volunteers shall be deployed** for various activities under Voter Education and Voter Registration as listed above.
- **Branding and Publicity-** The Campaign shall be branded with MYBharat logo and wide publicity to the Campaign shall be ensured through Media and social media. Coverage of the campaign in TV, Radio, Newspapers and electronic media shall be ensured.
- **Online enrolment** drive for participation in the campaign through **MYBharat Portal** shall also be carried out by the trained volunteers.
- **Conduct of the Campaign from 5-20<sup>th</sup> February 2024** with mass participation and under the leadership of the district NYK with combined physical and virtual outreach of minimum 1500 persons per block.

### **Suggestive list of Activities**

**The particulars of the campaign may be fixed according to the local situation and needs as identified by the DDs and DYOs in consultation with the Election Cell of the District Administration.** However, broadly, campaign may be conducted under two distinct sets of activities pertaining to:

1. Voter Education &
2. Voter Registration.

## **Voter Education**

The voter education phase of the campaign will focus on educating citizens about the importance of voting and the electoral process. The following strategies will be employed:

- The campaign will use social media platforms such as Facebook, Twitter, and Instagram to disseminate information about the importance of voting and the electoral process. **#MYBharatMYvote #Vote4sure**
- During the Campaign, the **MYBharat youth volunteers** will distribute educational materials such as brochures, posters, and flyers that will be distributed in schools, colleges, and other public places in coordination with the District Administration.
- The campaign will conduct **workshops** in schools and colleges to educate young people about the importance of voting and the electoral process with support from the resource persons from the Election Cell of the District Collectorate.
- **Wall Paintings, Posters, Nukkad-Nataks, Flash mobs and other outdoor activities** will be organized to draw attention of the public into the importance of voting.
- **Pledge to vote, Runs, Cycle Rallies** to generate voter awareness may be held.

## **Voter Registration**

The voter registration phase of the campaign will focus on registering first time voters to vote. **DDs and DYOs may establish coordination with the Election Cell of District Administration and CSCs of the district to assist the potential voters to register through CSCs.** The following strategies may also be employed:

**Facilitate Online registration:** The campaign will encourage citizens to register to vote online through the National Voters' Service Portal. The volunteers trained on the same by the election cell of the district administration shall be deployed at the blocks to handhold voters to register as voters.

**Door-to-door registration awareness :** The campaign will conduct door-to-door registration awareness drives in areas with low voter turnout in coordination with the election cell of the district administration.

**Voter registration camps:** The campaign will organize voter registration camps in public places such as parks and community centres, as facilitated and supported by the Election cell.

## **Budget**

A working fund of **Rs 5000/- per block** shall be released to the district NYKs for the conduct of the campaign. The amount may be utilized for suitable branding and incidental expenses as well as supplementing the efforts of the partner organization and volunteers while conducting the activities identified under the campaign.